

SEVEN KEY FACTORS OF 2002 NATIONAL TOURISM

POLICY- AN EMPIRICAL STUDY OF KASHMIR

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ABSTRACT

The paper is an attempt to link the seven essential key factors propounded in the national tourism policy in 2002 for tourism development with the response from tourists visiting Kashmir. Essentially, a number of statements were constructed on each key factor and responses to each statement was analyzed. The aim was to get fuel from tourists (local & international) about their ratings on each key factor and its availability for the valley of Kashmir. Their perception of facilities like infrastructure, welcome & cooperation, cleanliness, safety, information and facilities available in Kashmir was considered. An effort was put to get inputs from tourists visiting Kashmir about how far national tourism policy 2002 key components are being followed in letter and spirit. The aim of the study was to identify the factors which are more important concerning tourism development of a region.

KEYWORDS: National Tourism Policy, Seven Key Factors & Tourist

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INTRODUCTION

Tourism Potential

Tourism at a global level is on a high with India progressively positioning itself as a unique brand. Now-a-days, tourists visit other nations for various purposes where every country competes with one another for attracting visitors to its nation. In India, the tourism, both local and international has increased multifold where numbers are increasing every year. The Annual Growth Rate has barged to 4.5% with No. of Foreign Tourist Arrivals (FTAs) stood at 8.03 Million in the year 2015. India is positioned at 40th in World Tourist Arrivals with its share in International Tourist Arrivals at 0.68 %. The 12th five-year plan (2012-2017) has considered tourism sector as a major component in service industry with predictions of growth for tourism too rose up to 12% p.a. (India Tourism Statistics 2015)

National Tourism Policies

In order to compete and excel in tourism, the Govt. of India has come with many initiatives like framing for the first time, policy on tourism in the year 1982. This was the first national tourism policy to set tourism in the country on a new path. The policy statement emphasized on fostering international tourism and increased attention to regional tourism. A new initiative was proposed to develop cultural tourism, pilgrimage tourism and preserving ancient monuments & arts. To achieve the set objectives, it stressed on exploring the markets of western Asia and North African countries. A due recognition was laid on better private-public partnerships for achieving the aims of

the policy.

Although it was a novel initiative but left much to be desired for the development of tourism in the country. It was not until the year 2002, the country came up with a tourism policy that had potential to set up tourism of India at a different level. The national policy of 2002 came up with many new initiatives for fostering the growth of local and international tourism. For the first time, it has been successful in the international arena to position India as a unique brand with its campaign of Incredible India. The policy has set many targets and objectives for the nation to achieve with focus on seven Key factors.

National Tourism Policy 2002

The second tourism policy in the year 2002 for the first time provided in a systematic manner a strategic intent for the growth of tourism in the country. The policy focused on both local and international tourists as a means to harness growth, employment generation and impetus to rural tourism. The policy identified seven key factors that will provide the thrust for tourism development as I) Swagat (welcome) II) Soochna (information) III) Suvidha (facilitation) IV) Suraksha (safety) V) Sahyog (cooperation) VI) Samrachana (infrastructure development) VII) Safari (cleanliness). In order to achieve the aims of the policy, these seven key factors were considered as the benchmark to compete at the global level and uncapped vast potential of India as a destination. The purpose of the government is to ensure that every tourist visiting the country is 'physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated'. The seven key factors are main benchmarks for each state to excel in continuously in the development of tourism in that area.

LITERATURE REVIEW

Tourism policy is an important area for study because of its practical and theoretical importance. Tourism is of practical significance as international travel requires government cooperation in, for example, bilateral airline negotiations, decisions about the provision of facilities and services, interactions with other sectors, use of publicly 'owned' resources such as national parks as attractions, the issuing of tourist visas and in the funding of marketing of particular destinations (Ahmed & Krohn, 1990)

Before 1956, tourism in India was related to visiting relatives/friends & pilgrimage. It was not until the year 1966, India Tourism Development Corporation (ITDC) Was Set up involving India as a holiday destination as well. In India, before tourism policy of 1982, states like Kerala, Jammu and Kashmir, Goa and Himachal Pradesh had somehow Tourism part of state's five year plan. In 1980, for the first time, an important policy initiative got taken with hosting of Asian Games which led GOI to plan for handling visitors attracted by the event. In the year 1982, the heightened public interest took shape of a well thought out action plan as Tourism Policy providing to handle tourist arrivals through Tourism Circuits (Singh, 2001). Tourism policy of 1982, in order to handle the tourists, came up with the concept of Tourist Circuits consisting of geographically linked tourist sites like Delhi-Jaipur-Agra and the Bombay-Goa shopping-and-beach circuit. These circuits were grossly oversold resulting in the concept of Alternative Circuits to lure the tourists. The Alternative Circuits were thought imperative to divert the rush from overcrowded circuits (Gantzer & Gantzer, 1983:119).

The policy of 1982 gave a six point plan for growth of tourism I) Swagat (welcome) II) Soochna (information) III) Suvidha (facilitation) IV) Sahyog (cooperation) V) Samrachana (infrastructure development) VI) Safai (cleanliness). The main aim of this policy was to promote balanced socioeconomic development, promote and Preserve the rich heritage and culture of India and also create employment opportunities.

In 1997, the tourism department came up with a new National Tourism Action Plan owing to growing public interest in tourism. Heightened public interest was mainly due to two reasons I) tourism as export industry II) tourism finance corporation attracting private investors.

The plan maintained the aforesaid tourist circuits with initiatives to better marketing, infrastructure and human resource to develop tourism in the country. The plan for some was nothing drastically new rather put in more fashionable lexicon (Singh, 2001:144). Others were of the view that the plan was over-ambitious & unrealistic. The funds spared for implementing the plan were not properly matched to challenges of quantitative targets.

The action plan of 1997 was translated into tourism policy 2002 designed by Govt. of the Centre. The policy aimed at developing local and international tourism. The policy to a large extent, concerns old wine in new bottles as it sets exemplary goals for the development of tourism in the country. To start with, the policy document attempts to establish tourism's great contribution to national development and its role as an engine of growth. It suggests that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, high quality employment (especially to youngsters, women and disabled people), and finally, peace, understanding, national unity and stability (GOI, 2002: 8-9).

RESEARCH METHODOLOGY

The review of prior literature on this subject shows that very few empirical studies that identify and rank the critical factors affecting the tourism development have been conducted. The sources of data for this research were: documents, journals, questionnaires and books, with questionnaires being the most important/prominent. The others were used to provide affirmation and cross checking of data and results. Questionnaires, mainly composed of questions structured to a five-point Likert scale, where 1 strongly disagree and 5 strongly agree, was administered to 320 tourists in J&K. The respondents were asked to tick the response which describes their level of agreement with the statements made. From the 160 questionnaires returned, 142 were considered useful for analysis, giving an effective response rate of 88.75 percent. These responses were entered into SPSS for statistical analysis and factor analysis was used to identify more potent factors which affect the tourism development of the state. In the questionnaire we had identified 37 items for 7 constructs in the beginning, which after the systematic analysis were reduced to 22 items.

The studied being empirical one was set with the following objectives in mind:

- To construct statements on seven key factors of tourism development as propounded in National tourism policy 2002.
- To evaluate the importance of each statement with its respective variable.
- To study how far are the seven key factors of national tourism policy 2002 relevant in Kashmir.
- To suggest measures on addressing shortcomings in seven key factors for Kashmir.

DATA ANALYSIS

In this study, we have studied seven variables that have an impact on overall tourism development in the state. So, these seven factors can be assessed only by developing a research instrument for this study. To check the face validity of the questionnaire the scale was given to two experts for their comments (De Vellis, 1991), that resulted in a 37 item

scale after removing and adding items. A self-managed survey, using convenience sampling, with a sample of 160 respondents was carried. The data for the study was collected “between” May 10, 2017 to June 10, 2017”. All 37 statements were measured on a five point Likert scale, that goes from strongly disagree to strongly agree. The questionnaire was administered in Srinagar, Jammu, Pahalgam, Gulmarg, Rajori and katra. The data collected through the survey was analyzed by SPSS 22. In order to explore the underlying structure of the data, exploratory factor analysis (EFA) was used (Parasuraman, Zeithaml, & Berry, 1988; Fabrigar, MacCallum, Wegener, & Strahan 1999; hair et al., 2006). Extraction method used was the principal component analysis (Nunnally, 1978), and the rotation method used was Varimax rotation with Kaiser Normalization. The Eigenvalue >1 and cumulative % of variance explained > 50% were the criteria used for determining the number of factors. Following are the 37 items used in the questionnaire:

Table 1: Questionnaire Statements

S. No	Statement	Factors
1(WEL1)	People in J&K are friendly	SWAGAT WELCOME
2(WEL2)	Transporters in Kashmir are hospitable	
3(WEL3)	I received a warm welcome from Hotel/Houseboat staff on arrival	
4(WEL4)	Shopkeepers are lively & interactive	
5(WEL5)	Shikarawalas are very welcoming	
6(IF1)	Required information about the tourist destinations in J&K state is easily accessible	SOOCHNA INFORMATION
7(IF2)	Required information about the accommodation at different places in J&K is easily available	
8(IF3)	Required information about the transportation costs to different destination is openly available	
9(IF4)	Required information about safety measures at tourist destinations is provided by concerning authorities	
10(IF5)	Guides are fully equipped with information regarding tourist destinations in J&K	
11(FA1)	Accommodation is easily available at most of the tourist destinations in J&K	SUVIDHA FACILITATION
12(FA2)	Transporters are available round the clock in J&K	
13(FA3)	Quality food is available at most of the tourist destinations in J&K	
14(FA4)	Different signage are available at proper places to ease journey in J&K	
15(FA5)	Guide & Escort services are easily available on demand	
16(SA1)	I feel safe and secure in J&K	SURAKSHA SAFETY
17(SA2)	while in J&K, one feels home away from home	
18(SA4)	It is easier for women tourist tourists to roam freely in J&K	
19(SA4)	Rich cultural values in J&K provide a great sense of safety	
20(SA5)	I will recommend others to visit J&K because I feel safe here	
21(CO1)	People in J&K are very helpful	SAHYOG COOPERATION
22(CO2)	Transporters properly assist in reaching different destinations of J&K	
23(CO3)	Hotelier/houseboat people are supportive	
24(CO4)	Shopkeepers are very cooperative in assisting tourist	
25(CO4)	One finds ample assistance available for tourists in hours of need	
26(IR1)	J&K has a large number of food outlets which provide quality service.	SAMRACHNA INFRASTRUCTURE
27(IR2)	J&K fulfills accommodation needs of all classes of tourists	
28(IR3)	J&K has strong fleet of transportation including buses, cabs and luxury vehicles	
29(IR4)	J&K has excellent communication services(internet & telecom) available round the clock	
30(IR5)	J&K has good Road network	
31(IR6)	J&K has good support facilities including healthcare, electricity and water in all destinations	

32(IR7)	Aviation infrastructure in J&K is excellent	SAFAI CLEANLINESS
33 (SA1)	Most of the hotels I have visited were clean	
34 (SA2)	J&K roads are clean.	
35(SA3)	Most of the restaurants I have visited have clean space.	
36(SA4)	Most of the Public transport vehicles I have travelled were clean.	
37(SA5)	Most of the palaces I visit in J&K were clean	

Results from Exploratory Factor Analysis

Kaiser-Meyer-Olkin Measure of sampling adequacy for the data is .861, where anything greater than .50 is acceptable. Bartlett's test of Sphericity is very high (1248.656) with .000 significance and degree of freedom is 231. When first EFA was run on all 37 items, the results showed that, Item no 3(WEL3), Item no 10(IF5), Item no 19(SA4), and Item no 31(IR6) were cross loading, so were removed for further analysis. Item no 25 (CO4) and Item no 36 (CL4) had factor loading less than .40, so were also removed. EFA was again run on the remaining items and the results showed that Item no 5 (WEL4) and Item no 14(FA4) were loading separately from the items they were supposed to load with, so were removed. Item no 37 (CL5) and Item no 32(IR7) were loading together on 8th factor which was unknown, so were also removed. Item no 23 (CO3) and item no 28 (IR3) were cross loading, therefore were removed from the analysis. Item no 6 (IF1), item no 15(FA5), and item no 17 (SA2) had a low factor loading less than .40, so were removed.

Finally EFA was running a third time on the remaining 22 items and the items loaded perfectly on seven factors with cumulative variance explained 85.45. Following is the final rotated component matrix obtained when systematically items were removed one by one:

Table 2: Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
WEL1	.921						
WEL2	.843						
WEL4	.814						
IF2		.757					
IF3		.923					
IF4		.816					
FA1			.792				
FA 2			.851				
FA3			.829				
SA1				.871			
SA3				.831			
SA5				.963			
CO1					.787		
CO2					.879		
CO5					.892		
IR1						.762	
IR2						.851	
IR 4						.754	
IR 5						.821	
CL1							.912
CL2							.842
CL3							.750

Therefore, for assessing the seven S framework for tourism development 7 construct that are represented by 22 items represent the most important factors for measuring the tourism development in a state or country. As can be seen from table 2, all the items have factor loading more than 0.75.

Internal Consistency of the Seven S Scale

Reliability of the scale after deleting the items was assessed by using the cronbach's alpha test in the SPSS 22. The Table below shows the results of the reliability test for seven constructs used in the scale.

Table 3: Reliability Test

Variable	Sample	Cronbach's Alpha	Cronbach's Alpha Based on the Standardised Items	No of Items
Welcome	142	0.752	0.764	3
Information	142	0.837	0.894	3
Facilitation	142	0.929	0.93	3
Safety	142	0.854	0.893	3
Cooperation	142	0.939	0.95	3
Infrastructure	142	0.795	0.841	4
Cleanliness	142	0.854	0.879	3

The table 3 shows that all the seven constructs have the alpha score above the acceptable level of .70.

CONCLUSIONS

The results of the exploratory factor analysis show that 22 items out of 37 are very important in assessing the tourism development of a region. Three items are associated with each construct, except the "infrastructure development" which has four items. All the items have factor loadings above or equal to .75 which makes them equally important. This study was an effort to uncover the most important factors that contribute to the tourism development of a region. Seven key factors- important essential key elements to develop the tourism of an area (valley of Kashmir) was seen through the responses of tourists visiting the valley of Kashmir. With exploratory factor analysis, it revealed important items which have greater impact on seven key factors. In essence, the study has developed a research instrument on seven key factors which has potential to grab perception of tourists on tourism developing variables. To gauge the spirit of national tourism policy with seven key factors, the study recommends questionnaire included seven key factors can be useful.

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